

Press Release

Bank Rakyat Indonesia was awarded The Best Productivity, Efficiency and Automation Initiative, Application or Programme for 2018 at The Asian Banker Indonesia Country Awards 2018

- **Bank Rakyat Indonesia's BRISPOT has delivered enhanced performance and increased efficiency in the micro-loan segment**
- **The bank's initiative leverages big data analytics and machine learning in the credit scoring process**
- **The bank saw improvements in customer experience, through a shorter turnaround time, as well as in the sales productivity and cross-sell ratio**

Jakarta, August 30th 2018 - Bank Rakyat Indonesia received **The Best Productivity, Efficiency and Automation Initiative, Application or Programme** award in 2018 at The Asian Banker Indonesia Country Awards 2018. The award ceremony was held in conjunction with the prestigious The Future of Finance, Indonesia 2018, the annual meeting for decision-makers in the financial services industry in the country, held at The Ritz Carlton, Mega Kuningan, Jakarta on August 30th, 2018.

Bank Rakyat Indonesia's BRISPOT has delivered enhanced performance and increased efficiency in the micro-loan segment

Bank Rakyat Indonesia has implemented BRISPOT, an internet-based system developed to process end-to-end loans, utilised by the bank's Micromarketing Officers (Petugas Pemasar Mikro BRI/ Mantri) to increase the efficiency of the Micro Work Unit. The Android-backed mobile application is a step in digitalising the business processes of the commercial micro loan segment, removing paper-based processes.

The bank's initiative leverages big data analytics and machine learning in the credit scoring process

The BRISPOT application allows for credit decisions to be taken immediately. It leverages big data analytics and machine learning, allowing the bank to create its own credit valuation for personal loans based on structured and unstructured data including social media, telco data and other sources of data. As such, the bank is able to predict first payment defaults to mitigate the risk and improve the service speed in micro-loan segment.

The bank saw improvements in the customer experience, through a shorter turnaround time, as well as in the sales productivity and cross-sell ratio

The implementation of BRISPOT enhances customer experience, as evidenced by 30% to 40% increase in sales productivity. Furthermore, there was a 50% uptick in the cross-sell ratio. The improved customer experience takes the form of the improved turnaround time for loan applications from three days to two days for new customers while providing same-day turn around for existing customers.

About The Asian Banker

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